

The home of America's leading strains

MARCY FARMS
JERSEY BLACK
WHITE **GIANTS**

... EXCLUSIVELY . .

MATAWAN

NEW JERSEY

Breeders, Exhibitors and Exporters



George B. Rogers
Northwood Narrows,
New Hampshire





The home of America's leading strains

NEW JERSEY PHONE:
MATAWAN 1943

TELEGRAPH OFFICE:
KEYPORT, N. J.

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JERSEY BLACK WHITE GIANTS

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MATAWAN NEW JERSEY
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NEW YORK OFFICE:
421 WEST 14TH STREET

PHONE:
CHELSEA 2-8800

MARCY FARMS are certainly gratified at the many inquiries received from every State in the Union, as well as many from foreign countries. They are greatly appreciated by the writer.

We regret to state that all of our catalogs have been mailed and until our next issue is received from the printer, we take this means of notifying you **WHAT WE HAVE FOR SALE** at this time.

BREEDING COCKERELS

Exhibition bred
Production bred
Selected Utility stock

BLACK or WHITE

\$15.00 each and up
12.00 "
6.00 to \$8.00 each

The Black Giant Cockerels (at this time) December—weigh 11 lbs. each.

The White Giant Cockerels (at this time) December—weigh 10 lbs. each.

The Whites were hatched later than the Blacks.

LIMITED NUMBER OF COCKS STRICTLY \$15.00 each

We will have ready for shipment in February and later—**BABY CHICKS**—Black or White—in the following grades:

JERSEY BLACK GIANTS

Exhibition Stock

25 Chicks\$ 8.00
50 Chicks 16.00
100 Chicks 30.00

Production Bred Stock

25 Chicks\$ 7.00
50 Chicks 14.00
100 Chicks 28.00

Selected Utility Stock

25 Chicks\$ 5.00
50 Chicks 8.00
100 Chicks 16.00
200 Chicks 31.00

JERSEY WHITE GIANTS

Exhibition Stock March Shipments

25 Chicks\$ 9.00
50 Chicks 18.00
100 Chicks 36.00

Production Bred Stock

25 Chicks\$ 7.00
50 Chicks 14.00
100 Chicks 28.00

Selected Utility Stock

25 Chicks\$ 5.00
50 Chicks 8.00
100 Chicks 16.00
200 Chicks 31.00

BABY CHICK SHIPMENTS TUESDAY OF EACH WEEK ONLY

NO LESS THAN 25 CHICKS SOLD AND NO CHICKS SEXED AT MARCY FARMS

The COSTS to MARCY FARMS of producing Giants are without doubt whatsoever more than those of any other breeder of Giants in America. This does not take into consideration housing for the reason that Giants do not require expensive buildings. Birds produced in our plant are good, strong, vigorous and show proper growth for age as well as all qualities any good stock should, otherwise they are marketed and never used as breeders or sold for such purposes.

MARCY FARMS do not pretend to compete with commercial hatcheries, many of which sell six to a dozen kinds and breeds but which in most cases actually produce NONE. There is a vast amount of difference between buying the eggs from farm flocks, than running an incubator and selling the chicks under three or four different grades. The ONLY expense attached to this IS THE INK USED TO TELL THEIR STORY.

Consider for yourself the difference between costs arrived at under the methods in preceding paragraph and those of an actual breeding plant with 15 to 20 individual pens and possible 5 to 8 flock mating, all of which must receive daily attention and supervision to assure proper health, growth and the most rigid inspection of each and every bird so that they continue in good health and produce healthy offspring.

There are some hatcheries which produce real fine stock but we doubt VERY MUCH if there are any in the country which advertise a dozen more or less breeds and would have you believe these are equal to any produced from any individual breeding plant. It JUST IS NOT and NEVER WILL BE DONE.

Many ask us if our stock is guaranteed against certain disease. Our answer to such question is MARCY FARMS breed from parent stock that is as free from any known disease as human efforts can produce, and when such parent stock is used in the breeding pens, the off-spring need none of the hundred or more remedies advertised and SUPPOSED to prevent or cure all.

We shall personally select 6 hens from among the January, 1936 winners. Three Blacks and Three Whites. A limited number of Chicks from these prize winners will be shipped in March, April and May at \$1.50 each or the eggs for hatching at 75 cents each, chicks limited to 25 to 50 lot in one week and eggs limited to 15 or 30 in one week.

All other stock as per prices NOTED on first page.

The MARCY FARMS guaranty goes with chicks or eggs from the above named stock as well as those noted for any other chicks or stock quoted.

No shipments where the time in transit is more than 72 hours on chicks will be considered. Eggs will be shipped to any place in North America.

INTERESTING HISTORY OF THE GIANTS

MARCY FARMS had Black Chickens on their plant which were later named by the writer and became the Jersey Black Giants before any other person knew such a fowl existed.

MARCY FARMS were the first to show a display of the Giants—both Black and White.

MARCY FARMS were the first to get official egg records with Giants.

At the Great New York City Exhibits, MARCY FARMS have had under the ribbons a total of five hundred birds. This means only those which were actual winners. We suggest that you try to find any other breeder of poultry in America who can show an equal record of any breed produced in the country.

MARCY FARMS were the first, so far as we know, which showed Exhibition birds alive, also dressed and prize egg displays, all at the same time and exhibit, as well as the Famous 18 lb. Jersey Black Giant capon.

MARCY FARMS owes its success to Mrs. U. L. Meloney (formerly Avis Dorothy Marcy—after whom the farm was named) and our very expert and efficient poultryman, young Johnny Sameray, both of whom were instrumental in the consistent success of the Giants at the Marcy Farms.

Do not pay too much attention to a great deal of BALLYHOO and BUNK circularized by those interested in orders for their stock, giving little if any consideration for the actual results the customer derives from his stock after he has paid for same. I refer to the claims made by some regarding weights for the Giant Capons, especially the Whites. We know there are exceptions to all rules but these fellows would make you believe 15 to 16 lb. capons are a common occurrence. THERE IS NO SUCH THING. Ask them to show you such birds in any quantity and see them crawl into their shells. Any good grower may have possibly 12 and even 14 pound birds but these are close to the limit with exceptions noted, and all any one really requires. The writer has handled just about as many Giant capons in his New York place of business as any one and prefers to have his customers duplicate what really can be done rather than give some foolish excuse for his not being able to do the ALMOST IMPOSSIBLE.

MARCY FARMS have produced and exhibited Cockerels up to 14 lbs. each and have some close to these weights, as this folder is made up, so it is only natural that capons can be produced equal or little better than is possible with Cockerels. We have also shown cocks 16 lbs. each and if any one has any doubts as to this, come and see same at the plant. Any and all are welcome any day or time but in the evenings, of course, a little advance notice of your intention to call is welcome BUT not absolutely necessary. With Capons good for Table only selling at \$3.50 to about \$4.00 each, don't expect good breeding Cockerels from MARCY FARMS for any such prices. If they are not worth three or more times the value of a market bird, they are NOT the kind of birds you should expect for BREEDING purposes from Marcy Farms.

Yours faithfully,

ULMER LINWOOD MELONEY
(or just "U. L." as my friends all call me)

The following article was published in the American Poultry Journal, 536 South Clark St., Chicago, Ill., by Mr. Frank L. Platt in a 1933 issue of this leading American poultry publication:

Mr. Platt wrote as follows:

"Mr. Meloney spends his time in the Poultry and Egg business in New York City, and if you call on him, you may find him in the refrigerator showing some fine capons or dressed turkeys to a buyer. In the evening, on Saturday afternoons and Sundays, you will find him at his home, Marcy Farms, Matawan, N. J., where he has a large flock of Black and White Giants. He does occasionally take a vacation when he may be gone a day or two visiting flocks of turkeys or Giants in his old home state of Maryland. I have known poultry breeders, poultry judges, poultry writers, poultry experts, but they have been part time poultrymen compared to Meloney. His father preceded him, his son is following him. A family of 100% poultrymen, and a curious thing about Meloney is that he is humble-minded. He does not think that he knows it all nor half that much."

In the above remarks Mr. Platt has paid the writer a compliment much higher than any one deserves, BUT with a mistake in saying that we are 100% poultrymen. We are about 100% in the poultry business but only about 50% poultrymen as yet.



Our prices are strictly as quoted. We offer no discounts. NO PRIZES of any description. NO PENS or PENCILS. In fact nothing to make (CATCH) sales. Marcy Farms Giants Black or White are sold absolutely on their merits and we honestly believe you can produce more high-class birds from Marcy Farms stock than is possible with any other strains of Giants in the world.

Some insist on hatching eggs. We strongly advise the baby chicks where the distance is not too great to make such shipments. IF eggs are insisted upon REMEMBER we make absolutely no guaranty on same. The prices for such are one-half the prices of the chicks of the same grade and they consist of the same stock we incubate ourselves.

We hatch from 60 to 75% and better but frank to admit that while some report very fine hatches others at times are poor so you must be your own judge regarding eggs for hatching as we will NOT under any consideration make any guaranty on hatching eggs.

OUR GUARANTY

Baby chick prices as noted are for such as are booked with a deposit of at least 10% in advance. The balance to be paid one week before shipment and Marcy Farms absolutely guarantees 100% live delivery and transportation charges are prepaid by Marcy Farms. If any baby chicks are requested C.O.D. the regular deposit is required BUT all transportation costs are charged when shipped C.O.D. All other stock is F.O.B. Matawan, N. J.

ORDER BLANK

MARCY FARMS
Matawan, N. J., U. S. A.

Date.....193

Please book my order as described herewith:

Shipping date desired

Would you object to different date if the one desired is all booked

Mark plainly if Black or White Giants and grade wanted

BABY CHICKS	BLACK	WHITE	PRICE	AMOUNT

BABY CHICK SHIPMENTS

TUESDAY OF EACH

WEEK ONLY

Total amount

Paid as deposit

Balance due

Paid in full

TERMS—On Baby Chicks or Eggs for hatching 10% of total amount with order and balance 10 days before date of shipment.

On all other stock 25% when order is placed and the balance 10 days before date of shipment.

NAME

STREET or R. F. D.....

POST OFFICE

EXPRESS OFFICE

TOWNSTATE

(OVER)

Few Things worth knowing about the Giants

Both Black and White Giants were originated or produced especially for large market or table birds. You might use same personally for your own table at any age or weight desired, but any that claim they are the proper breed for shipping to eastern markets as broilers make absolute false statements.

As Large Soft Roaster in the males and medium or medium large in the pullets there is nothing that the writer has handled in more then 20 years experience on the N. Y. City market that has their equal. As Capons there is no competitor and especially the Black Giant where size combined with quality and prices obtainable are considered.

U. L. Meloney has specialized in dressed poultry for great many years in New York City and it should be thoroughly understood that he in connection with Marcy Farms takes considerable pride in Fancy Market Poultry as well as Exhibition stock and has always had the name of handling some of the finest dressed birds received in the market at 421 West 14th Street where possible more dressed poultry is handled then any like place in America.

The past September 1935 also October, Mr. Meloney sold larger Giant capons from \$3.50 to \$4.00 each and these were wholesale prices by the ton. The same prices were received in January 1936 and these are NOT selling stories but actual facts and can be verified on request. Remember Giants, Black or White are absolutely equal in every respect such as weights obtainable, Egg production, etc.

Marcy Farms knows many sell chicks in the Giant breed for about half our prices. We also know that many sell what might be called HALF-GIANTS.

Few production records made by Marcy Farms birds follows:—

These were made by individual birds 1924-25-26-27.

212 Eggs, 224 Eggs, 233 Eggs and 252 Eggs all Black Giants in 12 Month Period.

In our White Giants 1931 ten high birds made an average production of 194-2.

Our exhibition records cover a period of 15 consecutive show years and at New York January 1936 our winnings were as follows:

Jersey Black Giants

Cocks	Third and Fourth
Hens	Second
Cockerels	First, Third and Fifth
Pullets	First and Second
Old Trio	First, Second and Fourth
Young Trio	Second and Third

Best Display

Jersey White Giants

Cocks	First, Third, Fourth and Fifth
Hens	First, Second and Third
Cockerels	First, Second, Third and Fourth
Pullets	First, Second, Third and Fourth
Old Pens Trio	First, Second and Third
Young Pens Trio	First

Best Display

In the past 7 consecutive New York Exhibitions we have won 38 firsts out of a possible 42 firsts with our White Giants.

MARCY FARMS

MATAWAN, NEW JERSEY

NOTE:-

MARCY FARMS is now booked for all the Baby Chicks, Black or White we can possible ship until the latter part of April. If you wish Marcy Farms stock it is absolutely necessary that same be booked at once to assure shipments on date desired.

The early summer months are just as good to raise Giants as any other month in the year and cost less to grow in the cool summer months. They likewise make ideal Capons at 6 months of age and older.

U. L. Meloney

MARCY

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